

figures for 1926-1940

This PROVEN IRRIGATION PROJECT

Has Everything a Food Processor Seeks



Alberta's EASTERN IRRIGATION DISTRICT

The Food-Processing Industry's Most Outstanding Post-War Opportunity

The Food Processing Industry's Mo

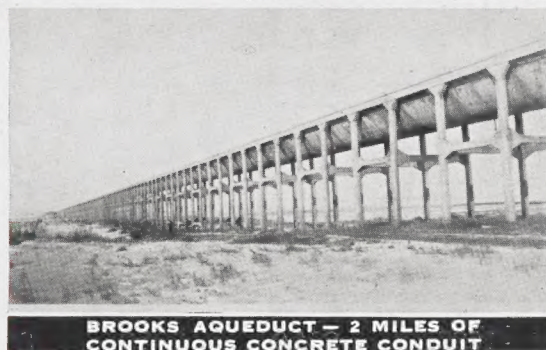


SYPHON GATES ON ONE OF THE
BRANCH CANALS



BASSANO DAM FROM EAST END

**Canada's
Largest Irrigation Project
can pour new profits into your
treasury year after year**

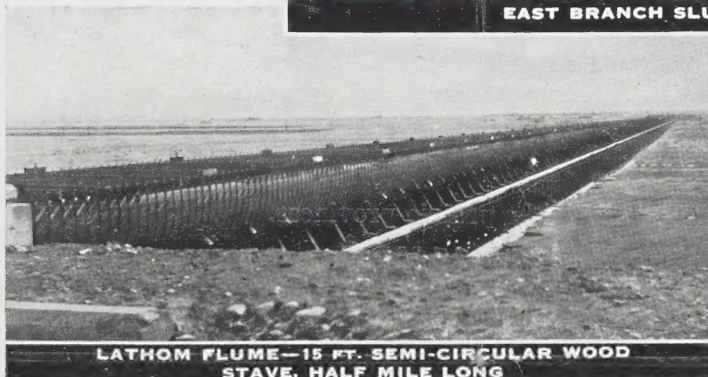


BROOKS AQUEDUCT — 2 MILES OF
CONTINUOUS CONCRETE CONDUIT

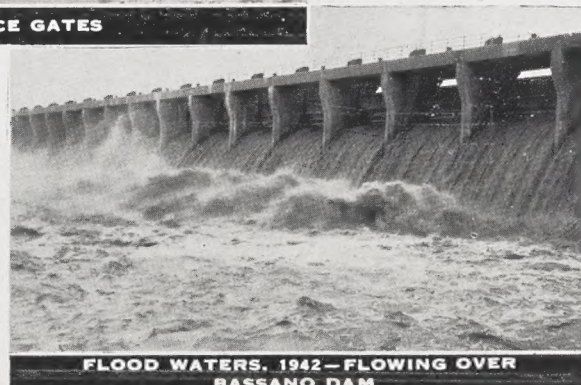


EAST BRANCH SLUICE GATES

**Farmer
Owned
and
Farmer
Operated**



LATHOM FLUME—15 FT. SEMI-CIRCULAR WOOD
STAVE. HALF MILE LONG



FLOOD WATERS, 1942—FLOWING OVER
BASSANO DAM

Best Outstanding Postwar Opportunity

1,200 Farm Families
rich in Irrigation
Experience
ready to extend you
full co-operation.



*The true worth of a farming
area ultimately is reflected in
the homes of its people. Here
are a few of those created by
established farmers of the
Eastern Irrigation District.*





Where the Sun Shines ... Crops Flourish

Hours of Sunshine During Growing Season

Year	May	June	July	August	September	Total	Year
1926.....	280.2	321.8	356.5	250.4	145.4	1,354.3	1926
1927.....	161.4	289.5	354.6	292.5	196.8	1,294.8	1927
1928.....	334.0	220.2	329.9	306.6	241.1	1,431.8	1928
1929.....	249.8	270.2	385.7	352.8	170.0	1,428.5	1929
1930.....	244.8	272.2	358.7		Not available		1930
1931.....	225.8	242.0	308.2	299.0	145.6	1,220.6	1931
1932.....	210.3	212.4	322.4	281.4	212.6	1,239.1	1932
1933.....	225.4	308.2	359.2	284.4	182.6	1,359.8	1933
1934.....	215.9	242.2	349.5	308.9	141.6	1,258.1	1934
1935.....	217.7	223.2	341.7	288.2	205.8	1,276.6	1935
1936.....	297.4	257.8	361.5	259.0	197.5	1,373.2	1936
1937.....	264.0	264.9	301.8	287.7	178.7	1,297.1	1937
1938.....	192.9	231.2	324.2	296.5	269.5	1,314.3	1938
1939.....	246.5	211.3	344.6	307.1	197.4	1,306.9	1939
1940.....	269.3	309.9	267.9	340.2	200.6	1,587.9	1940
Average	242.3	258.5	337.7	276.9	179.0		

Average per growing season (14 years)1,328.8 hours

Average per day (growing season, 14 years) 8.6 hours

Long Frost-Free Period

Temperatures for the years 1926 to 1940 for the growing season (April-September, both months inclusive) :

	April	May	June	July	August	September
Maximum mean	55.8°	67.3°	74.8°	82.8°	78.9°	66.7°
Minimum mean	27.9°	39.6°	47.6°	52.8°	48.8°	38.8°

Killing Frost-Free Period (15-year average)—139.2 days.

This compares favourably with similar areas in the prairie provinces.

Wind velocity, May-September period (15-year average)—8.5 M.P.H.

The Food Processing Industry's Mo

Factors assuring you Raw Products In Abundance



Irrigating Peas in one of the fields where Peas are grown for seed in the Eastern Irrigation District.

Productive Soils:

In the Eastern Irrigation District are soils suitable for all types of irrigable crops; deep rich loams blending into light sandy loams and heavier clay loams, all free from stone and rock, and with a deep clay subsoil that is ideal for retaining sub-surface moisture.

Long Growing Season:

In the fifteen-year period, 1926-1940, during the months April to September inclusive, the Eastern Irrigation District averaged 139.2 frost-free days (27 degrees considered as killing frost), with a maximum mean temperature of 82.8 degrees and a minimum mean temperature of 27.9 degrees.

During the same months of that period there was an average of 1,328.8 hours of sunshine per growing season, a daily average of 8.6 hours.

Abundance of Moisture:

The irrigation system includes the huge Bassano Dam on the Bow River, with a fifty-foot head of water. The main diverting canal has a capacity of 3,800 cubic feet per second. There are 2,100 miles of irrigation and drainage canals. The system has never known a water shortage, and the present water-carrying capacity is considerably in excess of the maximum requirements of the area under irrigation.

Experienced Irrigation Farmers:

Most of the 1,200 farm families of the Eastern Irrigation District have extensive experience in practical irrigating. Many have been in the district for twenty years and upward.

For a number of years the Dominion Government maintained an Irrigation Experimental Station in the center of the District. Here, also, the Canadian Pacific Railway Company operated a 193-acre demonstration farm until recently. This area now constitutes the Alberta Department of Agriculture's Horticultural Station where, under the direction of the Provincial Horticulturist, experimental and test work with fruits, vegetables and field crops constantly is under way. The Provincial Department of Agriculture also maintains in the District a full-time technically trained Agriculturist who acts in an advisory capacity to the farmers.

Specialized Crops:

The farmers of the Eastern Irrigation District are not one-crop farmers. They long have practiced diversification. Potatoes, alfalfa and sweet clover for hay and seed; sugar beets, radish, beetroot, mustard and peas for seed are among the crops successfully grown over periods of years in addition to all of the cereal and coarse grains and flax.

Quality Livestock:

Exceptionally high-quality livestock of all types is produced in the District. This is a natural sequence to the ability of the farmers to raise two or more crops of alfalfa per year, and other forage and grain crops in abundance, and the availability of ample open range pasture throughout the entire year. There are 750,000 acres of such pasture land in the District.

Thousands of lambs and cattle are fattened each winter within the District. A ready market awaits by-products of food processing plants when such by-products are suitable for livestock feeding.

Best Outstanding Postwar Opportunity

Factors assuring you **Exceedingly Low Operating Costs**

Convenience to Consumer Markets:

The geographic location of the Eastern Irrigation District permits ready access to the entire consumer market of Western Canada, from the head of the Lakes to the Pacific Coast.

Strategic Trackage Sites:

Convenient trackage sites suitable for all types of food processing plants are available at the centers of population, and may be obtained on very attractive terms. There are over a dozen towns and villages within the Eastern Irrigation District.

Low-Cost Electricity:

A large area of the District is served by a loop of a province-wide hydro-electric system, which even under the stress of heavy wartime requirements had adequate reserves in excess of its peak loads. Special industrial rates are available. These compare favorably with those of metropolitan areas.

Large Labour Pool:

Under post-war conditions farms and towns within the District will be capable of meeting normal labour demands, particularly in off-irrigation periods. Seasonal plant labour also will be available from adjacent cities.



High quality well finished beef as produced on the farms of Alberta's Eastern Irrigation District.

Lamb fattening also is a major winter enterprise; thousands of head, raised on adjacent ranges, being fed annually for premium markets in Canada and the United States.

Coal Available Locally:

Coal in ample quantities is available from local mines at very low cost.

Natural Gas a Possibility:

The Eastern Irrigation District contains one of the largest Natural Gas fields on the North American Continent. The piping of this gas into the centers likely to be industrialized is a postwar possibility.

Building Brick:

Good quality building brick and tile is readily obtainable at very attractive prices from the nearby City of Medicine Hat and the town of Redcliff.

Glass Containers:

Processors requiring glass and pottery containers can obtain them in practically any amounts required, made to their own specifications, from a glass factory located in Redcliff, and a pottery in Medicine Hat.

Excellent Industrial Water:

There is an abundance of good industrial water available at very low cost, meeting all analytical and quantity requirements.

The following is from an analysis by the Provincial Analyst: "Parts Per Million. Total Solids, 4,024; Ignition Loss, 302; Hardness, 805; Sulphates, 1,916; Chlorides, 32; Alkalinity, 465; Nature of Alkalinity—Lime and Magnesia; Nitrites, Nil; Nitrates, Trace; Free Ammonia, .16; Albuminoid Ammonia, .12; Sediment, Nil; Sodium Sulphate, 150 plus grains per gallon."



Types of Food Processing Plants

To Which Alberta's Eastern Irrigation District Offers
Definite Profit-Making Possibilities

VEGETABLE CANNING:

The quick growing season and rich soil of the E.I.D. produces the highest grades of both root and leaf vegetables, with high yields per acre. Peas are grown for seed in substantial quantities.

SMALL FRUIT CANNING:

Many small fruits are grown here successfully, and with an assured outlet this activity could be greatly extended.

QUICK-FREEZE PLANTS:

The products of the E.I.D., with short hauls and dry roads to assure quick factory deliveries, offer such plants exceptional possibilities.

PICKLE FACTORIES:

Cucumbers, cauliflower, onions and other pickle crops grow in abundance.

CEREALS:

Wheat and all coarse grains are grown with high yields per acre. Abundance of water is positive assurance of ample crops every year.

SUGAR FACTORIES:

Many of the farmers of the District are already experienced sugar beet growers. Sugar beets grown experimentally show a high and profitable sugar content.

MEAT PROCESSING:

High yields of forage crops, rich year-round pasture and the farming practices of this district combine to produce top quality meat animals of all types.

DAIRY PRODUCTS:

Dairy herds being natural complements to balanced irrigation farming, the Eastern Irrigation District offers unrivalled opportunities for butter and cheese manufacturing and milk processing.

POULTRY PACKING:

The District's poultry industry can be rapidly expanded to meet the requirements of plants of this type. For several consecutive years turkeys of the area have won All-Canadian show-ring honors.

Requests are invited for further information concerning the potentialities of the District in relation to any food processing industry. Please address enquiries to—

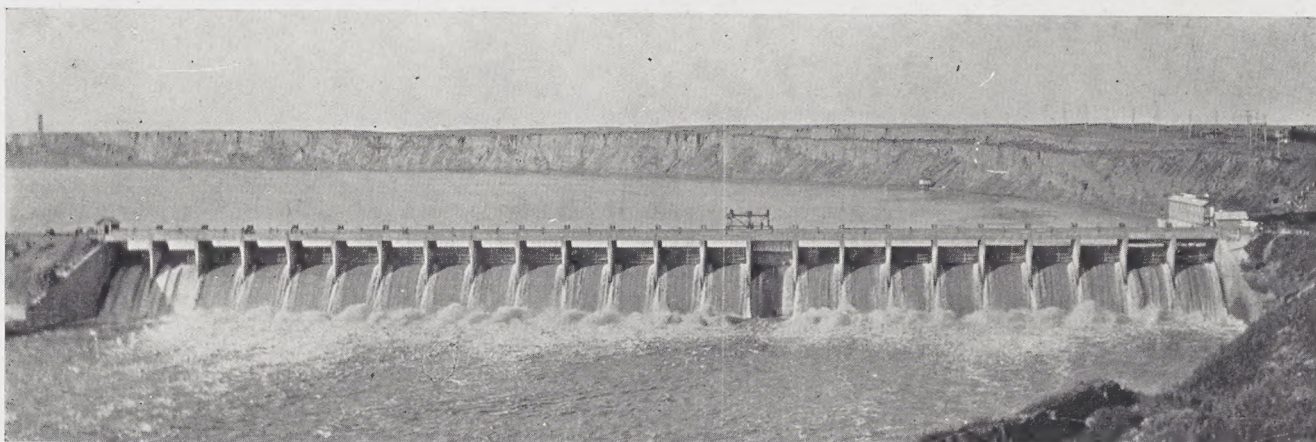
GENERAL MANAGER, EASTERN IRRIGATION DISTRICT,
BROOKS, ALBERTA, CANADA

Carload Class Freight Rates to Various Markets

CLASSES (in cents per one hundred pounds)							CLASSES						
To—	Miles	First	Second	Third	Fourth	Fifth	Miles	First	Second	Third	Fourth	Fifth	
Vancouver----	751	249	207	166	125	112	Minneapolis	1,185	362	303	241	184	164
Spokane-----	575	307	259	211	171	148	(Via Winnipeg)						
Calgary-----	109	72	62	48	38	33	Fort William--	1,141	296	246	197	149	132
Edmonton-----	300	126	105	83	63	56	Toronto-----	1,963					
Moose Jaw-----	324	140	116	93	71	63	Ottawa-----	2,034	435	361	291	224	189
Regina-----	366	149	125	99	75	68	Montreal-----	2,154					
Saskatoon-----	538	195	164	131	98	87	Toronto-----						
Brandon-----	589	207	173	138	104	93	Ottawa-----						
Winnipeg-----	723	236	197	158	119	107	Montreal-----						
							lake and rail	410	341	277	214	183	

Above class rates apply from the town of Brooks to the destinations shown. Brooks is used in the calculations for the reason it is the geographic center of the District; freight rates from other towns in the Eastern Irrigation District are within narrow ranges of the above.

Commodity freight rates, substantially lower than the ruling class rates, apply on certain food products between many points.



The Bassano Dam, Serving Canada's Largest Irrigation System

Alberta's Eastern Irrigation District

"Where Water Works Wonders"

THE EASTERN IRRIGATION DISTRICT is situated midway between Winnipeg and Vancouver, about 100 miles East of the City of Calgary, Alberta.

With 170,000 acres under irrigation, it is the largest project of its type in Canada and has all the factors essential to the successful and profitable operation of your type of food processing plant:—desirable soil, favorable growing season, abundance of controlled moisture, experienced irrigation farmers, low initial factory costs, low operating and maintenance costs, convenience to extensive consumer markets.

The District's transportation services excel those of any other region of similar potentials in Western Canada. It is served by the main line of the Canadian Pacific Railway as well as by two branch lines of the same railway, with a third branch line now contemplated.

Originally a Canadian Pacific Railway project, costing in the neighborhood of \$17,000,000 it was turned over by the Company to the farmers of the District in 1935. It is now farmer-owned and farmer-operated, under the direction of a Board of Trustees. Staff totals 150 persons. Financial position of the District is sound. It operates on an annual budget of approximately \$250,000. Replacement reserves total \$1,500,000. Annual water charge to farmers is from \$1.60 to \$1.75 per irrigable acre.

The Eastern Irrigation District is a complete, equipped, proven project. Here is no mere plan for the future, requiring years of building and of testing. Here is successful irrigation in action, inviting your immediate and full-scale operation, with definite assurance of prompt and continuous returns from your investment. In this District is Canada's outstanding food processing opportunity.

PRODUCTION IS BOUNTIFUL AND DIVERSIFIED

The Eastern Irrigation District is noted for its high and continuous yields of all field and garden crops. Here are given representative results obtained in the District.

It should be noted these yields were obtained without the special cultural practices, and the use of fertilizers, common in areas wherein food processing plants are established. The productions given therefore, should be considered as capable of substantial increases when the incentives of assured markets are provided.

The stated yields are not averages for the District, nor are they the "highs". They represent the results obtained by well equipped, progressive farmers, over a period of years.

CANNING CROPS

Peas	45	Bu.
Beans—		
Green and Wax.....	53	Bu.
Carrots	16	Tons
Corn, Sweet		
(Ear and Husk).....	3.5	Tons
Pumpkin	24	Tons
Tomato	15	Tons
Citron	20	Tons
Squash	35	Tons
Melon	10	Tons

TREE AND SMALL FRUITS

Plums, Cherries,		
Apples, Crabs	30	Tons
Raspberries, Straw-		
berries, Currants,		
and Gooseberries ..	6	Tons

PICKLING CROPS

Cauliflower	10	Tons
Cucumber	15	Tons
Onion	6	Tons

FIELD VEGETABLES

Peas	40	Bu.
Beans—		
Dried	44	Bu.
Beet	9	Tons
Radish	3½	Tons
Lettuce	6½	Tons
Turnip (Rutabaga) ..	30	Tons
Parsnip	13	Tons
Cabbage	30	Tons
Cauliflower	10	Tons
Popcorn	1	Ton
Onion	6	Tons
Rhubarb	4½	Tons

FIELD CROPS

Wheat.....	20 to 25	Bu.
	(High 50	Bu.)
Oats up to.....	100	Bu.
Barley	30 Bu. and	over
	(High 85	Bu.)
Rape	1,200	Lbs.
Alfalfa	4	Tons
Sweet Clover	3½	Tons
Tame Hay	2	Tons
Flax	8	Bu.
	(High 25	Bu.)

ROOT CROPS

Potato	15	Tons
Turnip (Rutabaga) ..	30	Tons
Beet (Sugar)	18	Tons

VEGETABLE SEEDS

Beet	800	Lbs.
Turnip	700	Lbs.
Carrot	500	Lbs.
Parsnip	600	Lbs.
Radish	2,000	Lbs.
Spinach	1,600	Lbs.

OTHER CROPS GROWN SUCCESSFULLY

Celery
Sunflower
Eggplant
Tobacco
Broom Corn
Peppers

ALL YIELDS SHOWN
ARE PER ACRE